

NUMBER CDD-1

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2004

Continuing   
New   
Previous Year (below line/defer)

**Issue:** Transportation Demand Management (TDM) Program for Higher Density Residential Projects

**Lead Department:** Community Development and Public Works

**General Plan Element or Sub-Element:** Land Use and Transportation Element

**1. What are the key elements of the issue? What precipitated it?**

The City currently has a number of industrial/office sites with mandatory TDM programs. A voluntary transportation management association exists for Moffett Park. Generally, TDM programs have been successful in the industrial/office areas in the City, and now there is an interest in studying the expansion of this concept to apply to Higher Density Residential Projects in the City. The purpose of TDM programs is to reduce traffic impacts related to development. There is limited experience in residential TDM programs.

Last year this item was ranked 1 out of 5 by the Planning Commission and ranked 3 out of 12 for CDD by the City Council. This item fell below the line for the 2003 Council Study Issues.

For 2004 the Bicycle and Pedestrian Advisory Committee has ranked this item 8 out of 14.

**2. How does this relate to the General Plan or existing City Policy?**

**Land Use and Transportation Element**

C3.1.7: Minimize the total number of vehicle miles traveled by Sunnyvale residents and commuters.

C3.5.1: Promote alternate modes of travel to the automobile.

C3.6.2: Promote public and private transportation demand management.

**3. Origin of issue:**

**Councilmember:** Walker & Howe

**General Plan:**

Staff: \_\_\_\_\_

BOARD or COMMISSION

- |                         |                          |              |                          |
|-------------------------|--------------------------|--------------|--------------------------|
| Arts                    | <input type="checkbox"/> | Library      | <input type="checkbox"/> |
| Bldg. Code of Appeals   | <input type="checkbox"/> | Parks & Rec. | <input type="checkbox"/> |
| CCAB                    | <input type="checkbox"/> | Personnel    | <input type="checkbox"/> |
| Heritage & Preservation | <input type="checkbox"/> | Planning     | <input type="checkbox"/> |
| Housing & Human Svcs    | <input type="checkbox"/> |              |                          |

Board / Commission Ranking/Comment:

\_\_\_\_\_ Board / Commission ranked \_\_\_\_\_ Of \_\_\_\_\_

4. Due date for Continuing and Mandatory issues (if known): \_\_\_\_\_
5. Multiple Year Project? Yes  No  Expected Year of Completion 2004
6. Estimated work hours for completion of the study issue.
- |  |       |     |
|--|-------|-----|
| (a) Estimated work hours from the lead department          | _____ | 150 |
| (b) Estimated work hours from consultant(s):               | _____ |     |
| (c) Estimated work hours from the City Attorney's Office:  | _____ | 20  |
| (d) List any other department(s) and number of work hours: |       |     |
| Department(s): <u>Public Works Dept., Traffic</u>          | _____ | 45  |
| Total Estimated Hours:                                     | _____ | 215 |
7. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes  No
- (b) Does this issue require review by a Board/Commission? Yes  No
- If so, which Board/Commission? Planning & BPAC

(c) Is a Council Study Session anticipated? Yes  No

(d) What is the public participation process?

Contact residential developers and standard noticing procedures.

8. Estimated Fiscal Impact:

Cost of Study	\$ _____
Capital Budget Costs	\$ _____
New Annual Operating Costs	\$ _____
New Revenues or Savings	\$ _____
10 Year RAP Total	\$ _____

9. Staff Recommendation

- Recommended for Study  
 Against Study  
 No Recommendation

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

reviewed by

  
\_\_\_\_\_  
Department Director

10/31/03  
\_\_\_\_\_  
Date

approved by

  
\_\_\_\_\_  
City Manager

11-7-03  
\_\_\_\_\_  
Date